RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

May 19, 1998

RJR Account #332520
Mr. A. Grass
KEYSTONE TOBACCO

JULY: WINSTON $1.00 OFF 2-PACKS / TEAR TAPE PROMOTION #800750

Dear Alan:

WINSTON .50¢ OFF/PACK SPECIAL OFFER TEAR TAPE 'OFF-INVOICE' PRODUCT has been ordered (see quantities listed below), as well as **30** SKUs of preassembled Counter Displays (Item #542810) to pack the above promotion for your participating retail accounts. ***(Note: This is not 'pre-sleeved' product.)*** All additional pertinent promotional information is listed below:

#/ (6M) Cases

Promoted Product	Brand Styles	UPC Code
1	*Winston Box*	12300-25379
2	*Winston Light Box*	12300-25380
1	*Winston Ultra Lt Box*	12300-25381

Product / Premium Arrival:	**June 29, 1998**
Ship Date to Retail:	**Week of: July 13, 1998**

Displays (Item #542810)

SKU CUBE:	**1.6113**
SKU WT (w/o Product):	**3.2200 lbs**
Retail Sales Offer per Sku:	**20 units**
Billing per Sku:	**4 Cartons**
EFT $ Amount:	**$1,060.47**

PARTNERS 'BONUS' REPORTING DESCRIPTION	WIN_JUL_$1/2_PKS

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Source: https://www.industrydocuments.ucsf.edu/docs/nfmy0000

$1.00 Off 2-Pack Tear Tape
KEYSTONE TOBACCO

Promotion Description:
Utilize 40-Pack Shipper Display. Place 2 packs into each sleeve (20 2-pack offers per Display) and ship to retail. Each Shipper Display should contain 20 2-Pack units:
1 Carton: *Winston Box*
2 Cartons: Winston Light Box
1 Carton: *Winston Ultra Lt Box*
SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST
Refer to enclosed 'Wholesaler Packing Instructions' for Display Load

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $14.00 per **promoted 6M** case for all displays packed and shipped to retail on a timely basis. This equates to **$56.00 (4 (6M) case(s) @ $14.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: J. McLean
L. E. MacWilliams
Encl: Retail Customer List
Wholesaler Packing Instructions
Winston Flyer

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

JULWIN-1.DOC

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Source: https://www.industrydocuments.ucsf.edu/docs/nfmy0000

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WHOLESALER : 332520 KEYSTONE TOBACCO CO.,INC. <DIRECT>
TEMPLATE : 800750 80700 WIN JUL $1/2-NO
TEMPLATE SEQ : 0916
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162204	162226	639445	FAST MART	1304 NORTH STREET	ENDICOTT	NY	13760	2				(607)786-3311
162204	162226	763325	ANGLE MARKET_#1	254 CHENANGO ST	BINGHAMTON	NY	13901	2				(607)722-75,8
162204	162226	746235	PARLOR CITY SMK SHO	46 COURT ST	BINGHAMTON	NY	13901	2				(607)722-4643
162204	162226	714966	HESS #32279	GEORGE F HIGHWAY	ENDWELL	NY	13760	2		0353-0100		(607)754-8031
162204	162226	171103	QUALITY MARKET	1206 VESTAL AVE	BINGHAMTON	NY	13903	3	NYS			(607)724-4557
162204	162226	763827	HESS #32276	357 STATE ST	BINGHAMTON	NY	13901	4	NYS	0353-0100		(607)722-9334
162204	162226	762326	WEST SIDE MINI MART	96 MAIN ST	BINGHAMTON	NY	13905	2	NYS			(607)772-8079
162605		058682	SWEENY'S MARKET	6518 STATE RT 434	APALACHIN	NY	13732	2	NYS			(607)625-3341

PAGE BREAK TOTAL ACCOUNTS 8 TOTAL QUANTITY 19

TEMPLATE TOTAL ACCOUNTS 8 TOTAL QUANTITY 19

********** END OF REPORT FOR PROMOTION 800750 **********

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WHOLESALER PACKING INSTRUCTIONS

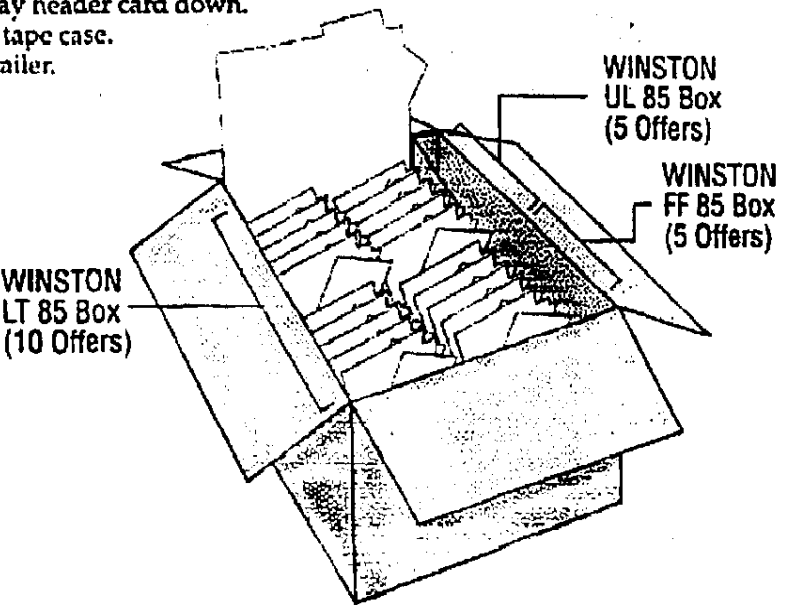
VALUE ADDED PROMOTION | **3RD QTR.'98**

July Winston $1 OFF 2 Packs

(Winston Buy 2 Packs Get $1 Off)

STEPS

1. Open WINSTON $1 OFF 2 PACKS shipping case. Inside will be 20 pre-assembled sleeves ready for loading. *(10 sleeves will be marked WINSTON LT 85 Box. 5 sleeves will be marked WINSTON UL 85 Box. 5 sleeves will be marked WINSTON FF 85 box.)* DO NOT REMOVE SLEEVES FROM KIT.
2. Place 2 Packs of the appropriate WINSTON style 50¢ off tear tape product into each style specific sleeve.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 542810

MSA Promotion Reporting Description: WIN JUL $1/2 PKS

Brand Style	Box	LT Box	ULT LT Box			
Number of Cartons	1	2	1			

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Source: https://www.industrydocuments.ucsf.edu/docs/nfmy0000

PTD IN USA

$1.00 off with 2-pack purchase.

- Here's a summer promotion to heat up your sales.
- Proven traffic builder – smokers save a buck with 2-pack purchase.
- Eye-catching packaging highlights full flavor, lights and ultra-light styles.
- Fully integrated support materials include counter display and paster.

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